

Aktieselskabet af 1.3.2017  
Store Torv 1  
8000 Aarhus C  
CVR no. 38 61 41 93

# Annual report for 2023/24

Adopted at the annual general meeting on  
19 November 2024



---

Lise Kaae  
chairman

HEARTLAND

## Table of contents

	<b>Page</b>
<b>Statements</b>	
Statement by management on the annual report	1
Independent auditor's report	2
<b>Management's review</b>	
Company details	5
Management's review	6
<b>Financial statements</b>	
Accounting policies	7
Income statement 1 August - 31 July	11
Balance sheet 31 July	12
Statement of changes in equity	14
Notes	15

## Statement by management on the annual report

The supervisory board and executive board have today discussed and approved the annual report of Aktieselskabet af 1.3.2017 for the financial year 1 August 2023 - 31 July 2024.

The annual report is prepared in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the company's financial position at 31 July 2024 and of the results of the company's operations for the financial year 1 August 2023 - 31 July 2024.

In our opinion, management's review includes a fair review of the matters dealt with in the management's review.

Management recommends that the annual report should be approved by the company in general meeting.

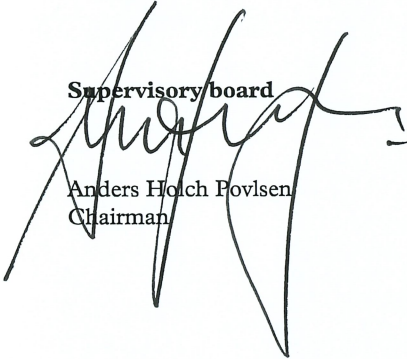
Aarhus, 19 November 2024

### Executive board



Lise Kaae  
Director

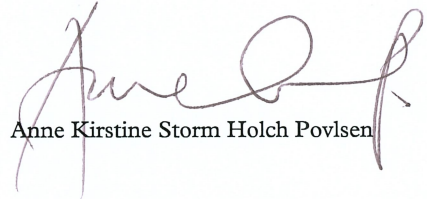
### Supervisory board



Anders Holch Povlsen  
Chairman



Lise Kaae



Anne Kirstine Storm Holch Povlsen

## **Independent auditor's report**

### ***To the shareholder of Aktieselskabet af 1.3.2017***

#### **Opinion**

We have audited the financial statements of Aktieselskabet af 1.3.2017 for the financial year 1 August 2023 - 31 July 2024, which comprise accounting policies, income statement, balance sheet, statement of changes in equity and notes. The financial statements are prepared under the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the company's financial position at 31 July 2024 and of the results of the company's operations for the financial year 1 August 2023 - 31 July 2024 in accordance with the Danish Financial Statements Act.

#### **Basis for Opinion**

We conducted our audit in accordance with International Standards on Auditing (ISAs) and the additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the audit of the " (hereinafter collectively referred to as "the financial statements") section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### ***Independence***

We are independent of the Company in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) and the additional ethical requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code.

#### **Management's responsibilities for the financial statements**

Management is responsible for the preparation of financial statements, that give a true and fair view in accordance with the Danish Financial Statements Act and for such internal control as management determines is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting in preparing the financial statements unless management either intends to liquidate the company or to cease operations, or has no realistic alternative but to do so.

#### **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

## **Independent auditor's report**

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting in preparing the financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and contents of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

### **Statement on management's review**

Management is responsible for management's review.

Our opinion on the financial statements does not cover management's review, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read management's review and, in doing so, consider whether management's review is materially inconsistent with the financial statements or our knowledge obtained during the audit, or otherwise appears to be materially misstated.

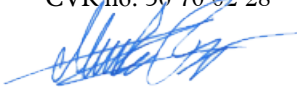
Moreover, it is our responsibility to consider whether management's review provides the information required under the Danish Financial Statements Act.

## Independent auditor's report

Based on the work we have performed, we conclude that management's review is in accordance with the financial statements and has been prepared in accordance with the requirements of the Danish Financial Statements Act. We did not identify any material misstatement of management's review.

Aarhus, 19 November 2024

EY Godkendt Revisionspartnerselskab  
CVR no. 30 70 02 28



Morten Friis  
State Authorised Public Accountant  
mne32732

## Company details

### The company

Aktieselskabet af 1.3.2017  
Store Torv 1  
8000 Aarhus C

CVR no.: 38 61 41 93

Reporting period: 1 August 2023 - 31 July 2024

Domicile: Aarhus

### Supervisory board

Anders Holch Povlsen, chairman  
Lise Kaae  
Anne Kirstine Storm Holch Povlsen

### Executive board

Lise Kaae, director

### Auditors

EY Godkendt Revisionspartnerselskab  
Værkmestergade 25  
8000 Aarhus C

## **Management's review**

### **Business review**

The company's principal activities consist in investment and financing.

### **Financial review**

The company's income statement for the year ended 31 July 2024 shows a profit of TDKK 243.252, and the balance sheet at 31 July 2024 shows equity of TDKK 59.088.

During the financial year the company have divested the activities previously included under investments in participating interests. The sale has given rise to a profit. The profit is included in result of the year under income from investments in participating interests. In connection with the divestment the accumulated exchange rate effects from previous years temporarily recorded directly in the equity have now been realized and is thus reclassified to the income statement.

### **Significant events occurring after the end of the financial year**

No events have occurred after the balance sheet date which could significantly affect the company's financial position.

## **Accounting policies**

The annual report of Aktieselskabet af 1.3.2017 for 2023/24 has been prepared in accordance with the provisions of the Danish Financial Statements Act applying to reporting class B entities as well as selected rules applying to reporting class C.

The accounting policies applied are consistent with those of last year.

The annual report for 2023/24 is presented in TDKK

### **Basis of recognition and measurement**

Income is recognised in the income statement as earned, including value adjustments of financial assets and liabilities. All expenses, including amortisation, depreciation and impairment losses, are also recognised in the income statement.

Assets are recognised in the balance sheet when it is probable that future economic benefits will flow to the company and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when it is probable that future economic benefits will flow from the company and the value of the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. On subsequent recognition, assets and liabilities are measured as described below for each individual accounting item.

Certain financial assets and liabilities are measured at amortised cost using the effective interest method. Amortised cost is calculated as the historic cost less any installments and plus/less the accumulated amortisation of the difference between the cost and the nominal amount.

On recognition and measurement, allowance is made for predictable losses and risks which occur before the annual report is presented and which confirm or invalidate matters existing at the balance sheet date.

## **Income statement**

### **Gross profit**

In pursuance of section 32 of the Danish Financial Statements Act, the company summarizes certain items in the income statement. Gross profit includes other external costs.

### **Other external costs**

Other external costs comprise costs for administration.

### **Financial income and costs**

Financial income and costs comprises interest income and costs, realized and unrealized gains and losses on securities, payables and transactions denominated in foreign currencies.

### **Profit/loss from investments in participating interests**

The proportionate share of the profit/loss for the year of participating interests is recognised in the company's income statement after elimination of the proportionate share of intra-group profits/gains and amortisation of goodwill. In situations of sales of participating interests gains/losses are recognised in the income statement.

## **Accounting policies**

### **Tax on profit/loss for the year**

The company is subject to the Danish rules on compulsory joint taxation of the Group's Danish subsidiaries. Subsidiaries participate in the joint taxation arrangement from the time when they are included in the consolidated financial statements and until the time when they withdraw from the consolidation.

On payment of joint taxation contributions, the current Danish income tax is allocated between the jointly taxed entities in proportion to their taxable income. Entities with tax losses receive joint taxation contributions from entities that have been able to use tax losses to reduce their own taxable profits.

Tax for the year, which comprises the current tax charge for the year and changes in the deferred tax charge, is recognised in the income statement as regards the portion that relates to the profit/loss for the year and directly in equity as regards the portion that relates to entries directly in equity.

## **Balance sheet**

### **Non-current investments**

#### **Investments in participating interests**

Investments in participating interests are measured by the equity method at the proportionate share of the net asset value of the entities, calculated on the basis of the group's accounting policies, plus or less unrealised intra-group gains or losses and plus any remaining value goodwill stated according to the purchase method.

Goodwill is amortised over the expected economic life of the asset, measured by reference to Management's experience in the individual business segments. Goodwill is amortised on a straight-line basis over the amortisation period. The amortisation period is fixed on the basis of the expected repayment horizon and is longest for strategically acquired entities with strong market positions and long-term earnings profiles. The amortization period is 10 years.

Net revaluations of investments in participating interests are taken to the net revaluation reserve according to the equity method in so far as that the carrying amount exceeds the cost.

Upon disposal of investments in participating interests after equity method, accumulated exchange rate adjustments temporarily recorded directly in equity is reclassified to the income statement, and presented as "Income from investments in participating interests".

### **Impairment of fixed assets**

The carrying amount of investments in participating interests is tested for impairment, other than what is reflected through normal amortisation and depreciation, on an annual basis.

Where there is evidence of impairment, an impairment test is performed for each individual asset or group of assets, respectively. If it is not possible to determine the recoverable amount for individual assets, the assets are reviewed jointly in the smallest identifiable group of assets to determine a reliable recoverable amount.

## **Accounting policies**

The recoverable amount is the higher of the net selling price and the value in use. The value in use is determined as the present value of the anticipated net cash flows from the use of the asset or group of assets and the anticipated net cash flows from the disposal of the asset or group of assets after the end of their useful life.

Assets, for which it is not possible to calculate an individual capital value as the asset, in itself, does not generate future cash flows, are subject to a test for indication of impairment together with the group of assets, to which they may be attributed.

Previously recognised impairment losses are reversed when the reason for recognition no longer exist. Impairment losses on goodwill are not reversed.

### **Receivables**

Receivables are measured at amortised cost.

### **Cash and cash equivalents**

Cash at hand and in bank comprise cash at hand and in bank.

### **Income tax and deferred tax**

Current tax liabilities and current tax receivables are recognised in the balance sheet as the estimated tax on the taxable income for the year, adjusted for tax on the taxable income for previous years and tax paid on account.

Deferred tax is measured according to the liability method in respect of temporary differences between the carrying amount of assets and liabilities and their tax base, calculated on the basis of the planned use of the asset and settlement of the liability, respectively. Deferred tax is measured at net realisable value.

### **Liabilities**

Liabilities, which include trade payables, payables to group entities and other payables, are measured at amortised cost, which is usually equivalent to nominal value.

### **Foreign currency translation**

On initial recognition, foreign currency transactions are translated applying the exchange rate at the transaction date. Foreign exchange differences arising between the exchange rates at the transaction date and at the date of payment are recognised in the income statement as financial income or financial expenses. If foreign currency instruments are considered cash flow hedges, any unrealised value adjustments are taken directly to a fair value reserve under 'Equity'.

Receivables and payables and other monetary items denominated in foreign currencies are translated at the exchange rates at the balance sheet date. The difference between the exchange rates at the balance sheet date and the date at which the receivable or payable arose or was recognised in the latest financial statements is recognised in the income statement as financial income or financial expenses.

Foreign subsidiaries, associates and participating interests are considered separate entities. The income statements are translated at the average exchange rates for the month, and the balance sheet items are translated at the exchange rates at the balance sheet date. Foreign exchange differences arising on translation of such entities opening equity at closing rate and on translation of the income statements from the exchange rates at the transaction date to closing rate are taken directly to the fair value reserve under 'Equity' in the consolidated financial statements.

## **Accounting policies**

Foreign exchange adjustments of balances with separate entities which are considered part of the investment in the subsidiary are taken directly to the fair value reserve under 'Equity'. Correspondingly, foreign exchange gains and losses on loans and derivative financial instruments entered into to hedge net investments in such entities are taken directly to equity.

**Income statement 1 August - 31 July**

	Note	2023/24 TDKK	2022/23 TDKK
<b>Gross profit</b>		<b>-108</b>	<b>-236</b>
Income from investments in participating interests		224.299	-7.466
Financial income		24.407	0
Financial costs		0	-482
<b>Profit/loss before tax</b>		<b>248.598</b>	<b>-8.184</b>
Tax on profit/loss for the year	1	-5.346	158
<b>Profit/loss for the year</b>		<b>243.252</b>	<b>-8.026</b>
 <b>Distribution of profit</b>			
 <b>Recommended appropriation of profit/loss</b>			
Proposed dividend for the year		44.000	82.750
Extraordinary dividend for the year		700.000	0
Retained earnings		-500.748	-90.776
		<b>243.252</b>	<b>-8.026</b>

**Balance sheet 31 July**

	<b>Note</b>	<b>2024</b> TDKK	<b>2023</b> TDKK
<b>Assets</b>			
Investments in participating interests		0	545.252
<b>Fixed asset investments</b>		<u>0</u>	<u>545.252</u>
<b>Total non-current assets</b>		<u>0</u>	<u>545.252</u>
Receivables from group enterprises		64.452	82.759
Corporation tax		0	158
<b>Receivables</b>		<u>64.452</u>	<u>82.917</u>
<b>Total current assets</b>		<u>64.452</u>	<u>82.917</u>
<b>Total assets</b>		<u><u>64.452</u></u>	<u><u>628.169</u></u>

**Balance sheet 31 July**

	<b>Note</b>	<b>2024</b> TDKK	<b>2023</b> TDKK
<b>Equity and liabilities</b>			
Share capital		500	500
Retained earnings		14.588	544.900
Proposed dividend for the year		44.000	82.750
<b>Equity</b>		<u><b>59.088</b></u>	<u><b>628.150</b></u>
Trade payables		18	19
Corporation tax		5.346	0
<b>Total current liabilities</b>		<u><b>5.364</b></u>	<u><b>19</b></u>
<b>Total liabilities</b>		<u><b>5.364</b></u>	<u><b>19</b></u>
<b>Total equity and liabilities</b>		<u><u><b>64.452</b></u></u>	<u><u><b>628.169</b></u></u>
Contingent liabilities	2		
Related parties and ownership structure	3		

## Statement of changes in equity

	Share capital	Retained earnings	Proposed dividend for the year	Proposed extraordinary dividend	Total
Equity at 1 August 2023	500	544.900	82.750	0	628.150
Ordinary dividend paid	0	0	-82.750	0	-82.750
Extraordinary dividend paid	0	0	0	-700.000	-700.000
Reclassification of exchange rate adjustments upon disposal	0	-29.564	0	0	-29.564
Net profit/loss for the year	0	-500.748	44.000	700.000	243.252
<b>Equity at 31 July 2024</b>	<b>500</b>	<b>14.588</b>	<b>44.000</b>	<b>0</b>	<b>59.088</b>

## Notes

	2023/24	2022/23
	TDKK	TDKK
<b>1 Tax on profit/loss for the year</b>		
Current tax for the year	5.346	-158
	<u>5.346</u>	<u>-158</u>

## 2 Contingent liabilities

The Company is jointly taxed with the other Danish enterprises in the group and are jointly and severally liable for the taxes that concern the joint taxation. The total amount appears from the annual report of HEARTLAND A/S, which is the administration company in the joint taxation.

## 3 Related parties and ownership structure

### Consolidated financial statements

The company is reflected in the group report as the parent company

HEARTLAND A/S  
Store Torv 1  
8000 Aarhus C